



Louisiana Tourism Recovery Program Ranking Results

Offer/Organization	Amount
New Orleans Post Katrina Domestic Consumer Marketing – New Orleans Tourism Marketing Corporation (Total Request \$15,000,000)	\$8,500,000
Recovery Trade Marketing and Public Relations for Southwest Louisiana – Southwest Louisiana Convention and Visitors Bureau (Total Request \$500,000)	\$500,000
Southwest Louisiana Leisure Marketing for Recovery – Southwest Louisiana Convention and Visitors Bureau (Total Request \$450,000)	\$450,000
Louisiana tourism Recovery Program – New Orleans Metropolitan Convention and Visitors Bureau (Total Request \$15,280,000)	\$8,500,000
Post Katrina Domestic Consumer Ad Campaign – Louisiana Office of Tourism (Total Request \$5,000,000)	\$5,000,000
Post Katrina Public Relations Image Rebuilding Campaign – Louisiana Office of Tourism (Total Request \$500,000)	\$500,000
Enable St. Tammany Tourism and Attraction Recovery – St. Tammany Parish Tourist Commission (Total Request \$948,450)	\$500,000
St. Bernard Parish Domestic Consumer Marketing – St. Bernard Parish Office of Tourism (Total Requested \$1,257,200)	\$200,000
Annual Special Events – Louisiana Stadium and Exposition District (Total Request \$1,500,000)	\$1,000,000
Northshore Harbor Center Marketing – St. Tammany Parish Tourist Commission (Total Request \$250,000)	\$100,000
Morial Convention Center Marketing – Morial Convention Center, New Orleans (Total Requested \$3,000,000)	\$2,000,000
New Orleans River Region – River Parishes Tourist Commission (Total Request \$350,000)	\$150,000
Strategic Marketing Plan for Washington Parish – Washington Parish Tourism Commission (Total Request \$200,000)	\$50,000
Outdoor Recreation in the Heart & Soul of America's WETLAND – Lafourche Parish Tourism Commission (Total Request \$77,240)	\$60,000
Family Attractions Marketing – Jefferson Convention and Visitors Bureau, Inc. (Total Request \$1,863,000)	\$750,000
Sports Marketing for Tangipahoa Parish – Tangipahoa Parish Convention and Visitors Bureau (Total Request \$75,000)	\$75,000
Vermilion Parish Regional Tourism Enhancement – Vermilion Parish Tourist Commission (Total Request \$750,000)	\$50,000
TOTAL	\$28,385,000.00